

## Consumers' Willingness to Accept Innovative ICT Solutions on the Example of the Clothing Industry

**Lukasz Wiechetek**

Maria Curie-Skłodowska University, Faculty of Economics, Poland  
lukasz.wiechetek@umcs.pl

**Elisaveta Panasiuk**

Maria Curie-Skłodowska University, Faculty of Economics, Poland

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### Abstract

*This paper analyzes consumer attitudes toward innovations offered by clothing stores. The authors attempted to identify the factors influencing the willingness of customers to adopt and use new ICT technologies in the clothing industry. The research assumed that innovations increase the efficiency of the purchasing process but are known only to a small group of recipients.*

*To achieve the research goals, we prepared a research process consisting of two stages: analysis of available literature and industry reports; conducting a survey using the CAWI method.*

*The data collected during the research became the basis for the following conclusions: consumers are interested in innovations in clothing stores, but they know little about them; consumers' attitudes towards the purchasing process are most influenced by its comfort, convenience, flexibility, and speed; customers want to experience a variety of emotions and deepen the consumer experience, without being afraid of new forms of shopping and ICT solutions supporting this process.*

*Based on the results of the conducted research, several recommendations for clothing stores have been developed, which may contribute to improving their operations and increasing the purchasing process's efficiency.*

**Keywords:** store of the future, innovations acceptance, clothing industry, consumer, consumer's attitude, ICT solutions